

PRODUCT INFORMATION 1
SUPPLY SYSTEM

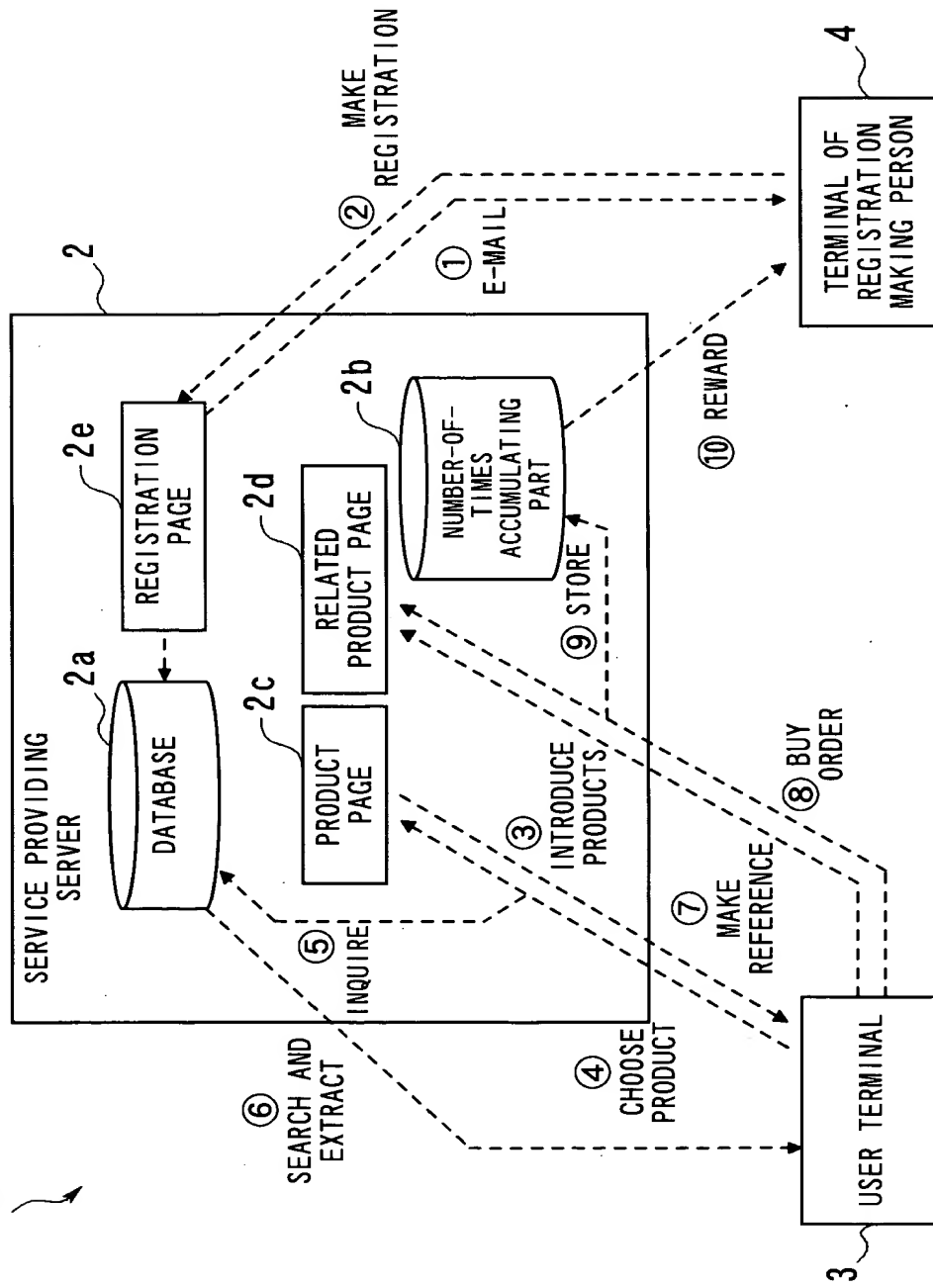


FIG. 1

PRODUCT INFORMATION 1
SUPPLY SYSTEM

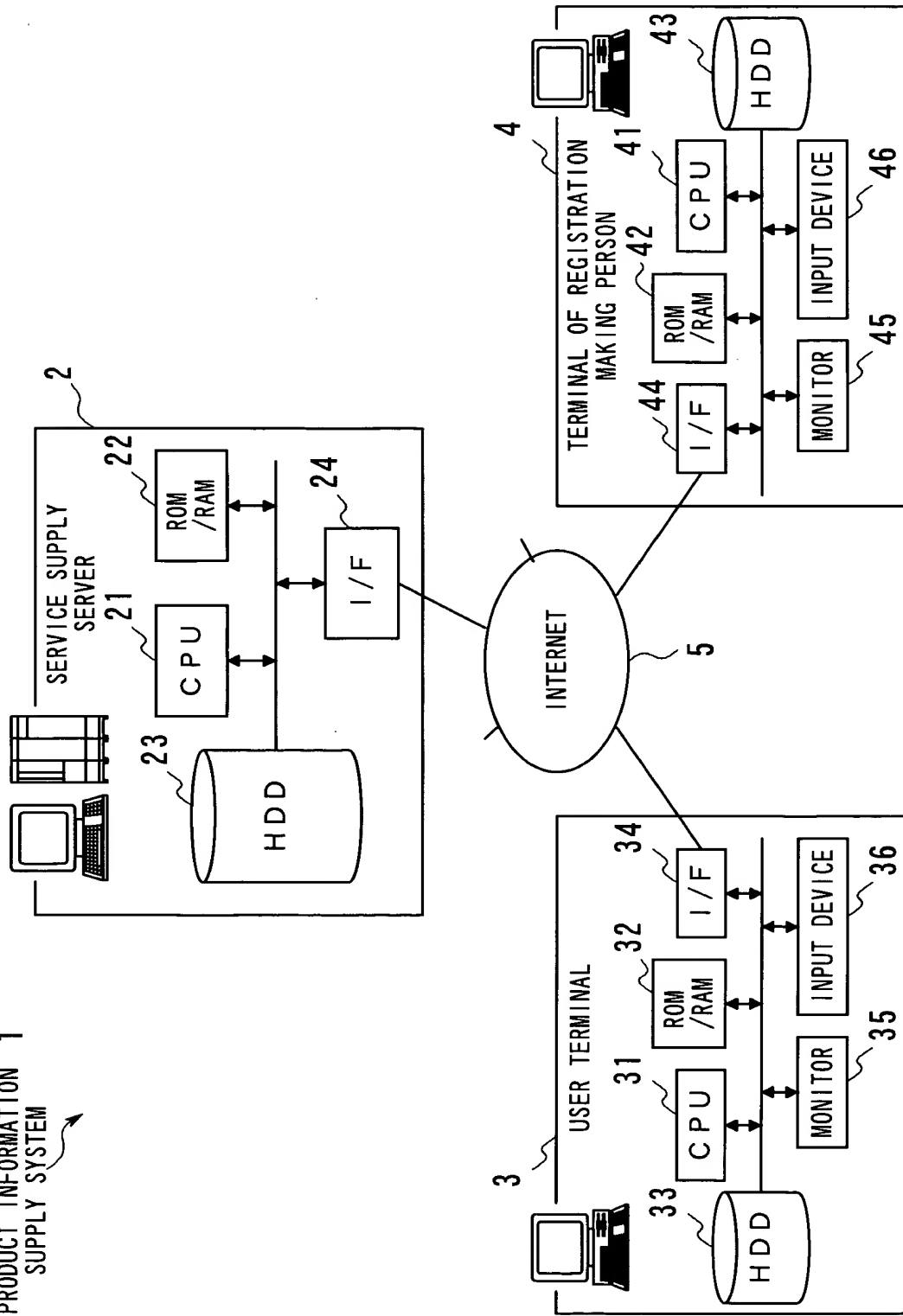


FIG. 2

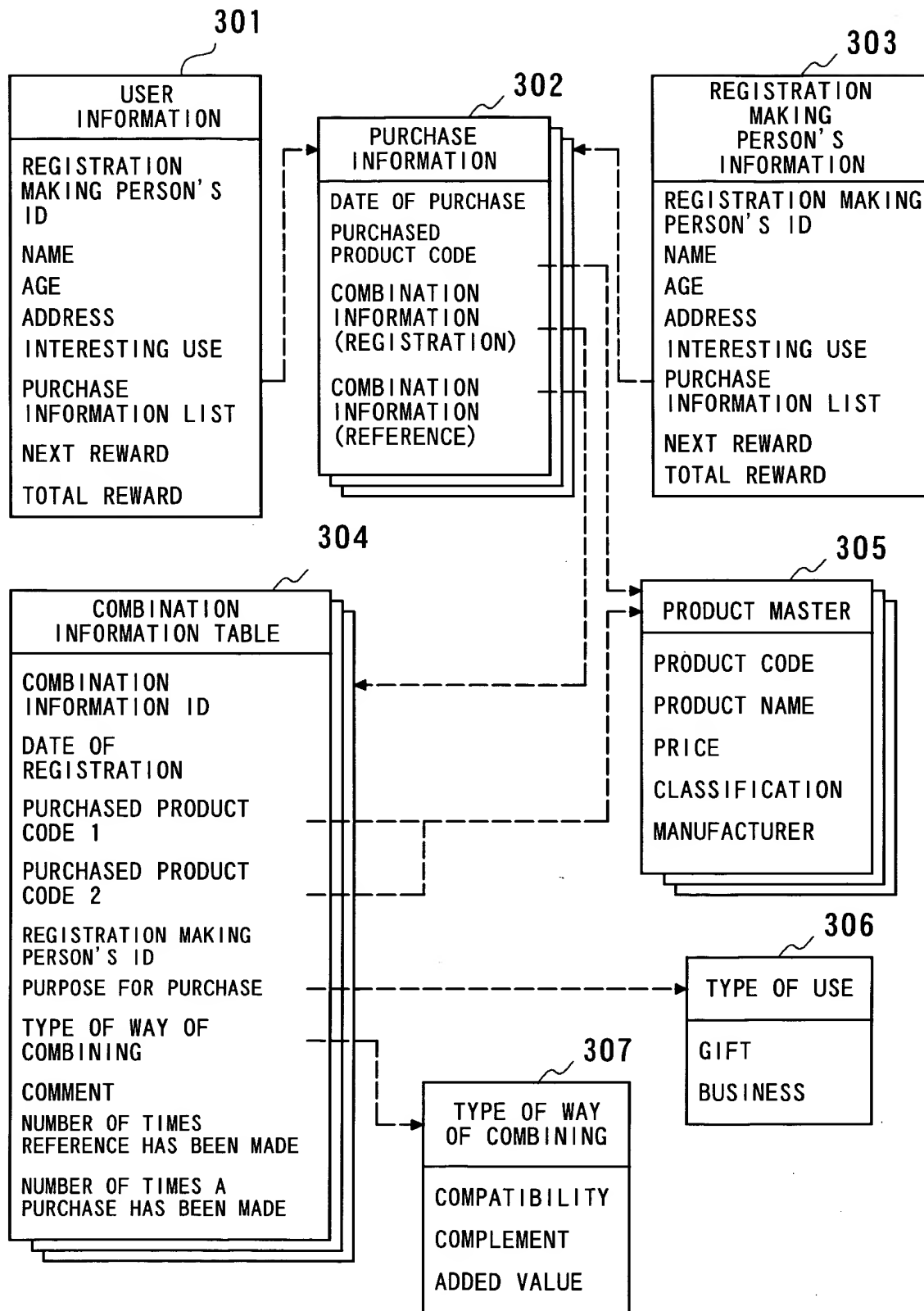


FIG. 3

400

401

Thank you for your purchase of personal computer "A".
If you know a product that is convenient in concurrent use,
please let us know.
If another customer purchases a product by referring to your
comment, we will give you a product discount coupon.

Product Classification Product Name Sales Shop

402 402a 403 404 404a

Use Type of Way of Combining

405 405a 406 406a

407

Comments (convenient in "what",
useful to "what", and so on)

Detailed description: The form is enclosed in a rectangular border. At the top is a header bar labeled 400. Below it is a paragraph of text, with a pointer 401 indicating the text area. The form contains five input fields, each with a label above it and a pointer to its dropdown arrow. The fields are: 'Product Classification' (402) with pointer 402a, 'Product Name' (403), 'Sales Shop' (404) with pointer 404a, 'Use' (405) with pointer 405a, and 'Type of Way of Combining' (406) with pointer 406a. Below these fields is a large rectangular area labeled 407, with the text 'Comments (convenient in "what", useful to "what", and so on)' above it.

FIG. 4

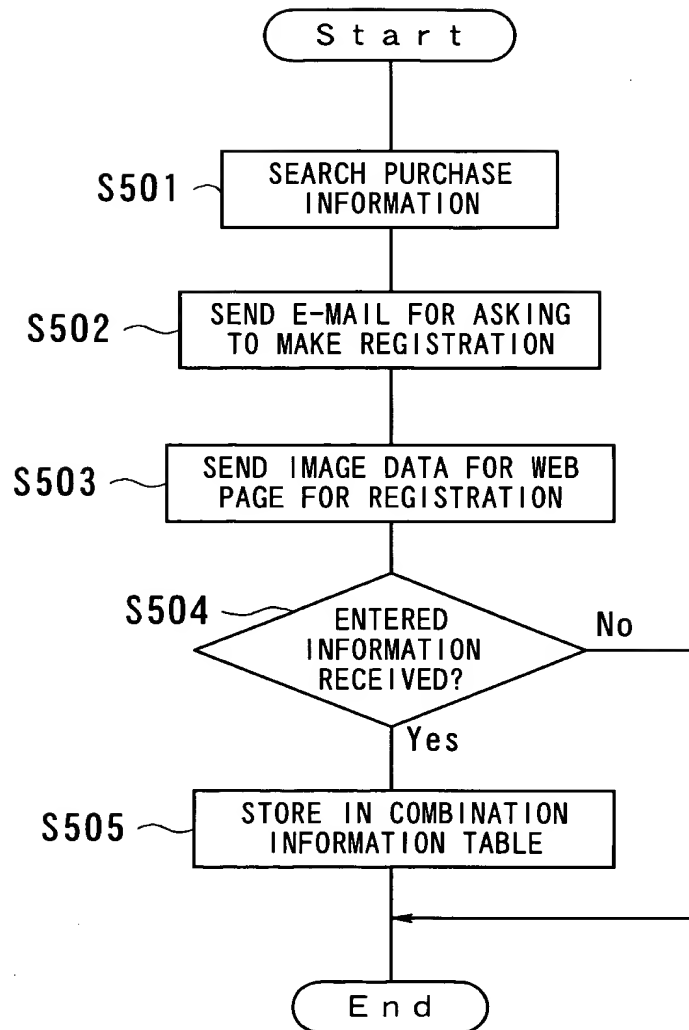


FIG. 5

600

You may consider a purchase of personal computer "A".
There is a person who recommend simultaneously buying
the following products.

*PC carry case "B" → Go to shop — 606

"just fit size" (compatible) ☆☆☆ "mobile use"

605 — 601 — 602 — 604 — 603

to the details of recommendation information

*Network card "C" → Go to shop

"Portability is comparatively good" (compatible)

☆☆ "network use"
to the details of recommendation information

*Virtual CD-ROM software package "D" → Go to shop

"convenient when removing CD-ROM drive" (complementary)

☆ "mobile use"
to the details of recommendation information

FIG. 6

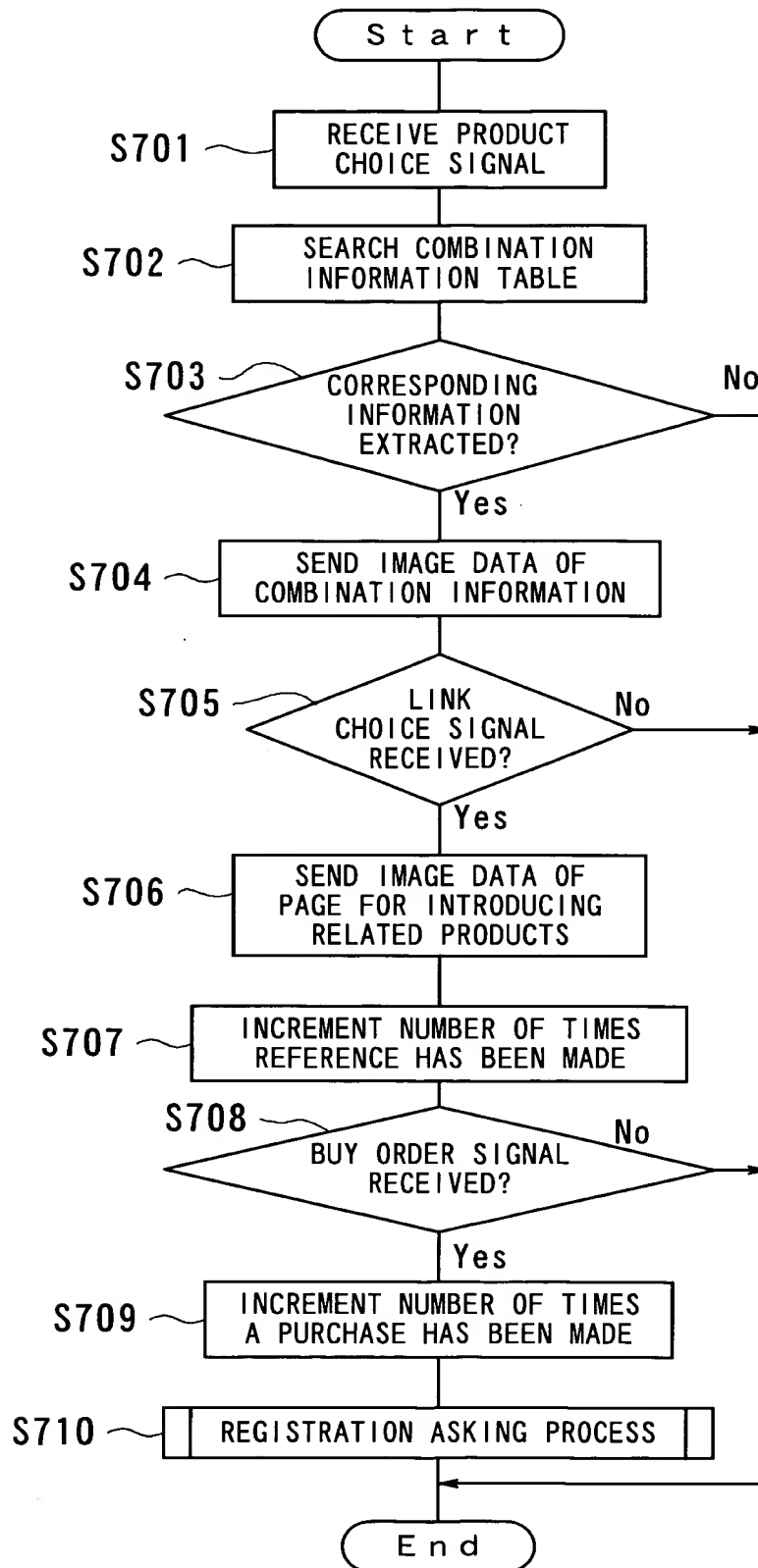


FIG. 7

Thank you for your purchase of personal computer "A".
 You have simultaneously bought products listed below.
 If you have any comment such that cooperative
 use of these products is convenient or compatible,
 please let us know.
 If another customer purchases a product by referring
 to your comment, we will give you a product discount coupon.

- Product 1
 Product name
 PC carry case "B" (purchased in bag shop E)
- Product 2
 Product name
 Virtual CD-ROM software package "D" (purchased in
 software shop F)

Use

803

Type of Way of Combining

803a

804

804a

Comments (convenient in "what",
 useful to "what", and so on)

805

FIG. 8

901

| TARGET-BASED MARKETING INFORMATION | |
|---------------------------------------|---|
| AGE-BASED | INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS |
| PURPOSE-BASED | INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS |
| TASTE-BASED | INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS |
| etc. | |

FIG. 9 (A)

902

| PURCHASER INFORMATION |
|--|
| PROFILE OF PURCHASED PRODUCTS |
| LIST OF PRODUCTS (RECOMMENDED PRODUCTS) THAT WERE NOT PURCHASED |
| ATTRIBUTES OF PURCHASER |
| etc. |

FIG. 9 (B)

903

| PRODUCT DEVELOPMENT/ IMPROVEMENT INFORMATION |
|---|
| PRODUCTS THAT WERE NOT PURCHASED ALTHOUGH COMBINATIONS THEREWITH WERE RECOMMENDED |
| LIST OF ITEMS TO BE IMPROVED |
| LIST OF SALES CHANNELS |
| etc. |

FIG. 9 (C)

MARKETING REPORT

We have analyzed information concerning a simultaneous purchase of notebook PC and PC carry case. Please use a set sales plan and product plan.

We have found that users of 20s and purchases of notebook PC "E" have a strong trend to choose "match in color/design" of the type of way of combining. For example, they comment "color is fit" or "design is good". The following combinations in terms of "match in color/design" are of good repute:

- notebook PC "A" and carry case "B"
- notebook PC "E" and carry case "F"

Many users over 50s comment "light" or "easy to carry."
The following combinations are of good repute:

- notebook PC "A" and carry case "B"

The age-based ratio of simultaneous purchase

| | |
|------------------|-----|
| • 10s | 3% |
| • 20s | 10% |
| • 30s | 8% |
| • 40s | 3% |
| • over 50s | 2% |

FIG. 10